App. No. 10/046,135
Amendment Dated: August 23, 2005
Reply to Office Action of March 25, 2005

Amendments to the Claims:

Claims 1-19 (Canceled).

20.   (New) A method for providing rich media presentations to a device over a network, comprising:

receiving a request for a rich media presentation from the device before the device requests to play a media package;

determining whether the request for the rich media presentation comes from a unaffiliated site; and when the request comes from the unaffiliated site denying access to the device; wherein the unaffiliated site may attempt to incorporate the rich media presentation illegally onto their site;

determining whether the request for the rich media presentation comes from an affiliated site; and after it is determined that the request comes from the affiliated site:

detecting attributes relating to the device;

automatically generating the rich media presentation for the device after detecting the attributes relating to the device, wherein the rich media presentation is optimized for the device based on the detected attributes;

providing the rich media presentation to the device; and

providing a presentation package include file that uniquely identifies the rich media presentation that is associated with an e-retailer; wherein the presentation package include file allows presentation attributes that relate to the rich media presentation to be set.

21.   (New) The method of Claim 20, wherein generating the rich media presentation for the device, further comprises:

generating a virtual player optimized for the device;

generating a presentation package optimized for the device; and

generating the media package for the device.

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22.   (New) The method of Claim 21, wherein detecting the attributes relating to the device, further comprises:

determining basic operating characteristics of the device; and

determining when the basic operating characteristics of the device are supported; and when the basic operating characteristics are supported, retrieving additional attributes corresponding to the device, otherwise informing the device that the basic operating characteristics are not supported.

23.   (New) The method of Claim 22, wherein retrieving the additional attributes corresponding to the requesting device, further comprises determining the additional attributes corresponding to a set of attributes including a language attribute, a bandwidth attribute, a firewall attribute, and a permissions attribute.

24.   (New) The method of Claim 23, wherein providing the rich media presentation to the device, further comprises:

determining when the rich media presentation is cached within the device; and when cached:

determining when there is an update to the rich media presentation available, and when an update is available, providing a different rich media presentation to the device, otherwise utilizing the rich media presentation cached within the device.

25.   (New) The method of Claim 24, wherein providing the rich media presentation to the device, further comprises:

determining when the rich media presentation is cached on a Content Delivery Network, and when, providing the rich media presentation to the device from the Content Delivery Network, otherwise providing the rich media presentation from an origin server.

26.   (New) The method of Claim 23, further comprising restricting the providing of the rich media presentation to the device when a Web site the device is visiting is not affiliated with the provider.

27.   (New) A modulated data signal embodied in a carrier wave and representing computer executable instructions for providing a rich media presentation to a device over a network, comprising:

receiving a request for a rich media presentation from the device when the device accesses a page including a single line request that is used to obtain an include file from the provider;

determining when the request for the rich media presentation comes from a supported site, and when the request comes from a supported site:

determining when the device is authorized to receive the rich media presentation by determining whether the device is accessing an authorized e-retailer; and after determining the device is authorized:

detecting attributes relating to the device;

automatically generating the rich media presentation for the device when needed, wherein the rich media presentation is optimized based on the detected attributes relating to the device; and

providing the rich media presentation to the device.

28.   (New) The modulated data signal of Claim 27, wherein generating the rich media presentation for the device when needed, further comprises:

generating a virtual player optimized for the device when requested;

generating a presentation package optimized for the device when requested; and

generating a media package for the device when requested.

29.   (New) The modulated data signal of Claim 28, wherein detecting the attributes relating to the device, further comprises:

determining basic operating characteristics of the device; and

determining when the basic operating characteristics of the device are supported; and when the basic operating characteristics are supported, retrieving additional attributes corresponding to the device; otherwise informing the device that the basic operating characteristics are not supported.

30.   (New) The modulated data signal of Claim 29, wherein retrieving the additional · attributes corresponding to the device, further comprises determining the additional attributes corresponding to a set of attributes including a language attribute, a bandwidth attribute, a firewall attribute, and a permissions attribute.

31.   (New) The modulated data signal of Claim 30, wherein providing the rich media presentation to the device, further comprises:

determining when the rich media presentation is up-to-date within the device; and when, using the rich media presentation within the device, otherwise:

providing a different rich media presentation to the device.

32.   (New) The modulated data signal of Claim 31, wherein providing the different rich media presentation to the device, further comprises:

determining when the different rich media presentation is cached on a Content Delivery Network, and when, providing the different rich media presentation to the device from the Content Delivery Network, otherwise providing the different rich media presentation from an origin server.

33.   (New) A system for providing a rich media presentation to a device over a network, comprising:

a processor and a computer-readable medium;

an operating environment stored on the computer-readable medium and executing on the processor;

a communication connection device operating under the control of the operating environment;

a rich media presentation application operating under the control of the operating environment and operative to perform actions, including:

receiving a request for a rich media presentation from the device when the device accesses a page on the network, the page including a single line that identifies an include file relating to the provider of the rich media presentation;

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determining when the request for the rich media presentation comes from a supported site;

determining when the device is authorized to receive the rich media presentation by determining whether the device is associated with an affiliated e-retailer, and when the device is not authorized denying access to the device, and when the device is authorized:

detecting attributes relating to the device;

automatically generating the rich media presentation for the device when needed, wherein the rich media presentation is optimized based on the detected attributes relating to the device; and

providing the rich media presentation to the device.

34.   (New) The system of Claim 33, wherein generating the rich media presentation for the device when needed, further comprises:

generating a virtual player optimized for the device when requested;

generating a presentation package optimized for the device when requested; and

generating a media package for the device when requested.

35.   (New) The system of Claim 34, wherein detecting the attributes relating to the device, further comprises:

determining basic operating characteristics of the device; and

determining when the basic operating characteristics of the device are supported; and when the basic operating characteristics are supported, retrieving additional attributes corresponding to the device, otherwise informing the device that the basic operating characteristics are not supported.

36.   (New) The system of Claim 35, wherein retrieving the additional attributes corresponding to the device, further comprises determining the additional attributes corresponding to a set of attributes including a language attribute, a bandwidth attribute, a firewall attribute, and a permissions attribute.

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    37.   (New) The system of Claim 36, wherein providing the rich media presentation to the device, further comprises:

    determining when the rich media presentation is up-to-date within the device; and when, using the rich media presentation within the device, otherwise:

    providing a different rich media presentation to the device.

    38.   (New) The system of Claim 37, wherein providing the different rich media presentation to the device, further comprises determining when the different rich media presentation is cached on a Content Delivery Network, and when, providing the different rich media presentation to the device from the Content Delivery Network, otherwise providing the different rich media presentation from an origin server.

    39.   (New) The system of Claim 38, further comprising providing a presentation package include file to the device that uniquely identifies the rich media presentation that is associated with an e-retailer; wherein the presentation package include file allows presentation attributes that relate to the rich media presentation to be set.

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